



## Rideshare Week

October 16–20, 2000

Dear ETCs,

Rideshare Week seems far away—October 16–20. But it's already time to order promotional items! I am enclosing the incentives catalog and order form for this year's available items. Your orders need to be placed by August 31. This is a good opportunity to purchase items that you can use at your work site to help promote your Rideshare Week campaign.

Rideshare Week is an annual campaign sponsored by the Washington State Ridesharing Organization (WSRO). This week-long promotion encourages commuters to use carpools, vanpools, buses, bicycles—and their own two feet—to get to work, or to telecommute or compress their work week. King County will provide materials in two September mailings that make it easy for you to conduct Rideshare Week activities at your site. Please also check the WSRO web site (<http://www.wsdot.wa.gov/wsro/rideshare>) for periodic updates.

WSRO has again rounded up some great prizes, including a sailing expedition with Sound Experience, a Mt. Rainier trip for two, a \$50 gift certificate to Starbucks and many others which will be listed in the packet to be mailed to you the week of September 18th.

### Important dates to remember . . .

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| ☀ <b>August</b>    | <b>Order prizes</b>  |
| August 31          | Deadline for ordering promotional items  |
| ☀ <b>September</b> | <b>Distribute and post</b>   |
| September 1        | Ridematch application form mailed to ETCs  |
| September 8–15     | Suggested dates for distributing ridematch applications  |
| September 18       | Rideshare Week packet mailed to ETCs   |
| September 25–29    | Post Rideshare Week posters  |
| ☀ <b>October</b>   | <b>The Event!</b>  |
| October 2–13       | Distribute Rideshare Week participation forms to employees   |
| October 4          | Optimal date for you to return completed ridematch applications for employees who want to find carpool or vanpool partners |
| October 9–13       | Receive promotion materials (if ordered)   |
| October 16–20      | Rideshare Week   |
| October 27         | 1. Deadline for returning employee participation forms for prizes;<br>2. Conduct company prize drawing (if applicable)     |
| ☀ <b>November</b>  | <b>Winners chosen!</b>   |
| November 16        | Statewide prize drawing  |
| November 20        | State prize winners notified   |
| November 22        | List of Rideshare Week prize winners posted on internet  |

Please let me know if you have questions. E-mail is preferred: [pamela.cook@metrokc.gov](mailto:pamela.cook@metrokc.gov), or you may call me at 206-684-1008.

Pamela J. Cook  
King County Rideshare Week Coordinator

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